

What will be big in 2017?

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MediaCom's global leaders share their media predictions for the year ahead

In many ways, 2016 was a year of media firsts. Mobile spend hit [unprecedented levels](#), apps like Pokémon Go [made augmented reality 'real'](#) for consumers, and [live content](#) became a staple at big events.

But if you thought 2016 was busy, just wait until you hear what's in store for 2017.

Click below to get MediaCom's predictions on what will be big in the next 12 months.

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